

Message Text

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45

ACTION EA-10

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 RSC-01 SIL-01 USIA-15 PRS-01 /049 W

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R 171019Z JAN 75

FM AMEMBASSY MANILA

TO SECSTATE WASHDC 9917

USDOC WASHDC

UNCLAS SECTION 1 OF 2 MANILA 0776/1

E.O. 11652: NA

TAGS: BEXP, RP

SUBJ: FISCAL YEAR 1976 COUNTRY COMMERCIAL PROGRAM

REF: A. STATE A-9016 B. STATE A-6649

BEGIN SUMMARY: EMBASSY OUTLINES FOLLOWING RECOMMENDATIONS
ON SIX PRIORITY COMMERCIAL CAMPAIGNS TO BE INCLUDED IN FY 1976
CCP. RECOMMENDED CAMPAIGNS PROVIDE FOR TWO TRADE MISSIONS,
TWO TECHNICAL SEMINARS, AND TWO CATALOG SHOWS. PLANNED ACTIONS CALL
FOR THE DEVELOPMENT AND REPORTING OF 40 TRADE OPPORTUNITIES, AND
THE ISSUE OF 48 INSTITUTIONAL AND/OR PRODUCT PRESS RELEASES.
ACTIONS INCLUDE CAMPAIGNS TO ENCOURAGE ATTENDANCE AT THREE
U.S. TRADE SHOWS AND U.S. TRADE PARTICIPATION IN ONE MANILA
CONVENTION. END SUMMARY.

1. CAMPAIGN WORKSHEET #1: INCREASE U.S. SHARE OF
AUTOMOTIVE SERVICES EQUIPMENT AND SUPPLIES
CAMPAGIN MANAGER: MALCOLM H. CHURCHILL
CAMPAIGN STATEMENT: PRODUCT CATEGORY IS ONE OF SIX
TARGET INDUSTRIES SCHEDULED FOR PROMOTION DURING FY 1976.

ACTION

BY SEPTEMBER 30

1. COMPLETEION OF MARKET RESEARCH TO IDENTIFY TARGETS.

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2. CARRY OUT CAMPAIGN OF CALLS ON TARGETS IN PROMOTING,
AUTOMOTIVE SERVICES CATALOG SHOW.

3. RECRUIT APPROPRIATE AGENT PARTICIPATION IN CATALOG
SHOW, SPECIFICALLY AT LEAST ONE FILM SHOWING AND ONE MODEL
DISPLAY.

4. MOUNT AUTOMOTIVE SERVICES CATALOG SHOW IN AUGUST/
SEPTEMBER.

BY DECEMBER 31

1. ORGANIZE CAMPAIGN TO ENCOURAGE ATTENDANCE AT MARCH 1976
INTERNATIONAL AUTO SERVICE INDUSTRY SHOW, SAN FRANCISCO.

BY MARCH 31

1. ISSUE ONE (1) INSTITUTIONAL AND FIVE (5) PRODUCT PRESS
RELEASES.

BY JUNE 30

1. DEVELOP AND REPORT SIX (6) TRADE OPPORTUNITIES.

2. CAMPAIGN WORKSHEET #2: INCREASE U.S. SHARE OF HOTEL
AND RESTAURANT EQUIPMENT MARKET.

CAMPAIGN MANAGER: GEORGE A. HAYS

CAMPAIGN STATEMENT: PRODUCT CATEGORY IS ONE OF SIX TARGET
INDUSTRIES SCHEDULED FOR INTENSIVE PROMOTION DURING
FY 1976. IN CALENDAR YEAR 1973, IMPORTS WERE \$19 MILLION
WITH U.S. SHARE 38 PERCENT. IMPORTS FOR 1976 PROJECTED
AT 38.8 MILLION, WITH U.S. SHARE 40 PERCENT PROVIDED
THERE IS ACTIVE PROMOTION. AT PRESENT THERE ARE 15
HOTEL PROJECTS EACH VALUED AT OVER ONE MILLION DOLLARS,
INVOLVING ABOUT 4,000 ROOMS WITH ESTIMATED TOTAL
CONSTRUCTION COST OF \$123 MILLION.

BY SEPTEMBER 30

1. ISSUE ONE (1) INSTITUTIONAL AND FIVE (5) PRODUCT
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PRESS RELEASES.

2. MOUNT U.S. TRADE MISSION COORDINATED WITH
SEPTEMBER 22-24 ANNUAL CONVENTION OF THE AUSTRALASIAN
HOTEL AND RESTAURANT ASSOCIATION, MANILA.

3. ORGANIZE CAMPAIGN TO ENCOURAGE INDIVIDUAL OR GROUP
ATTENDANCE AT NOVEMBER INTERNATIONAL HOTEL AND MOTEL

EDUCATIONAL EXPO, NEW YORK.

BY DECEMBER 31

1. DEVELOP AND REPORT SIX (6) TRADE OPPORTUNITIES.

BY MARCH 31

1. ISSUE ONE (1) INSTITUTIONAL AND FIVE (5) PRODUCT
PRESS RELEASES.

BY JUNE 30

1. DEVELOP AND REPORT SIX (6) TRADE OPPORTUNITIES.

3. CAMPAIGN WORKSHEET #3: INCREASE U.S. SHARE OF
MINERALS AND ORE PROCESSING EQUIPMENT MARKET.
CAMPAIGN MANAGER: SAMUEL S.H. LEE
CAMPAIGN STATEMENT: PRODUCT CATEGORY IS ONE OF SIX TARGET
INDUSTRIES SCHEDULED FOR PROMOTION DURING FY 1976.
SOME 19 MINING COMPANIES HAVE REPORTED NEW PROJECTS AND
EXPANSIONS AT AN ESTIMATED COST OF \$820 MILLION. EXCEPT
FOR NICKEL, MINING IS NOW DEPRESSED BUT PROMOTION IS
OPPORTUNE TO TAKE ADVANTAGE OF EXPECTED UPSWING IN 1976.

BY SEPTEMBER 30

1. COMPLETION OF RESEARCH TO IDENTIFY INDUSTRY TARGETS.

BY DECEMBER 31

1. ISSUE ONE (1) INSTITUTIONAL AND FIVE (5) PRODUCT
PRESS RELEASES.
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2. MOUNT U.S. MINERALS AND ORE PROCESSING TECHNICAL
SALES SEMINAR IN NOVEMBER.

BY MARCH 31

1. MONITOR CLOSELY AND REPORT ON COPPER SMELTING PROJECTS.

BY JUNE 30

1. DEVELOP AND REPORT SIX (6) TRADE OPPORTUNITIES.

4. CAMPAIGN WORKSHEET #4: INCREASE U.S. SHARE OF TIMBER
INDUSTRIES MARKET.
CAMPAIGN MANAGER: GEORGE A. HAYS

CAMPAIGN STATEMENT: PRODUCT CATEGORY IS ONE OF SIX TARGET INDUSTRIES SCHEDULED FOR PROMOTION DURING FY 1976. THE GOVERNMENT'S PHASE-OUT OF LOG EXPORTS IS EXPECTED TO ENTAIL AN INDUSTRY ENVESTMENT IN WOOD PROCESSING PLANT EXCEEDING \$100 MILLION. WITH AGGRESSIVE PROMOTION, U.S. EXPORTERS OF LOGGING AND WOOD PROCESSING EQUIPMENT AND SUPPLIES SHOULD BE ABLE TO SUPPLY THE DOMINANT SHARE OF THE NEW PLANT REQUIREMENTS. IF OVERSEAS MARKETS RECOVER, IMPORTS FOR FY 1975 COULD REACH \$25 MILLION. U.S. MARKET SHARE IN 1973 CALENDAR YEAR WAS 40 PERCENT.

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ACTION EA-10

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 RSC-01 SIL-01 USIA-15 PRS-01 /049 W

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R 171019Z JAN 75

FM AMEMBASSY MANILA

TO SECSTATE WASHDC 9918

USDOC WASHDC

UNCLAS FINAL SECTION OF 2 MANILA 0776/2

ACTION

BY SEPTEMBER

1. COMPLETION OF MARKET RESEARCH DESK STUDY TO PIN-POINT INDUSTRY TARGETS. RESEARCH STUDY OUTLINE FROM COMMERCE REQUESTED BY JULY 30, 1975.

BY DECEMBER 31

1. ISSUE ONE (1) INSTITUTIONAL AND FIVE (5) PRODUCT PRESS RELEASES.

BY MARCH 31

1. STAGE A TECHNICAL TRADE SEMINAR TRADE MISSION IN

FEBRUARY FOR MANILA AND DAVAO.

2. DEVELOP AND REPORT SIX (6) TRADE OPPORTUNITIES.

BY JUNE 30

1. ISSUE ONE (1) INSTITUTIONAL AND FIVE (5) PRODUCT
PRESS RELEASES.

5. CAMPAIGN WORKSHEET #5: INCREASE U.S. SHARE OF THE
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HEALTH CARE INDUSTRIES MARKET.

CAMPAIGN MANAGER: REPLACEMENT FOR CHARLES ANGEVINE

CAMPAIGN STATEMENT: PRODUCT CATEGORY IS ONE OF SIX (6)

TARGET INDUSTRIES SCHEDULED FOR PROMOTION DURING FY 1976.

IN 1973 CALENDAR YEAR, IMPORTS WERE \$8.5 MILLION AND U.S.

SHARE 47 PERCENT. IMPORTS FOR FY 75 AND FY 76 PROJECTED

AT \$11.5 MILLION AND \$12.6 MILLION RESPECTIVELY, WITH U.S.

HOLDING EXISTING SHARE.

ACTION

BY SEPTEMBER 30

1. DEVELOP AND REPORT FOUR (4) TRADE OPPORTUNITIES.

BY DECEMBER 31

1. ISSUE ONE (1) INSTITUTIONAL AND FIVE (5) PRODUCT
PRESS RELEASES.

BY MARCH 31

1. RECRUIT MINI-DISPLAYS OF EQUIPMENT AT HEALTH CARE
INDUSTRIES TECHNICAL SEMINAR.

2. MOUNT HEALTH CARE INDUSTRIES TECHNICAL SEMINAR.

BY JUNE 30

1. MONITOR AND REPORT ON MEDICAL PROJECTS.

6. CAMPAIGN WORKSHEET #6: INCREASE U.S. SHARE OF BUILDING
AND CONSTRUCTION EQUIPMENT AND SUPPLIES MARKET.

CAMPAIGN MANAGER: THOMAS L. ROBINSON

CAMPAIGN STATEMENT: CURRENT AND ANTICIPATED BUSINESS PLANS
FOR HOTELS, CONDOMINIUMS AND COMMERCIAL BUILDINGS PLUS
GOVERNMENT PLANS FOR LOW COST HOUSING SHOULD INCREASE

THE OPPORTUNITIES FOR CONSTRUCTION EQUIPMENT AND SUPPLIES.
IN THE PAST THE BEST PROSPECTS IN THIS PRODUCT CATEGORY
HAVE BEEN IN HEAVY-DUTY CONSTRUCTION AND EARTHMOVING
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EQUIPMENT IN WHICH IMPORTS WERE \$45 MILLION IN 1973.

ACTION

BY SEPTEMBER 30

1. PROMOTE ATTENDANCE AT NATIONAL HARDWARE SHOW IN
CHICAGO IN AUGUST.

BY DECEMBER 31

1. DEVELOP AND REPORT SIX (6) TRADE OPPORTUNITIES.

BY MARCH 31

ISSUE ONE (1) INSTITUTIONAL AND FIVE (5) PRODUCT PRESS
RELEASES.

BY JUNE 30

1. RECRUIT LOCAL AGENT SUPPORT FOR CATALOG SHOW BELOW.

2. MOUNT BUILDING AND CONSTRUCTION EQUIPMENT AND
SUPPLIES CATALOG SHOW.

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